

Pivotal Role of Customer Participation in Health Care Services A Proposed Framework for Chronic Illness Management

Muhammad JUNAID

Aix Marseille Graduate School of Management Sciences

Kiane Goudarzi

IAE Lyon School of Management

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Abstract

Customer participation (CP) is a key research area in marketing with major focus on its outcomes. The existing literature is limited to elaborate meaning of CP in need-based services like health care. How CP itself is affected? and what role psychological factors have on CP need to be answered. The mix method research is followed to answer these questions. 75 semi structured interviews with doctors, patients and paramedics were conducted to develop conceptual framework for empirical testing. Structural equation modeling (SEM) was used to analyze the survey data of 690 chronic patients. Findings show that educating patient has a significant positive impact on patient participation, perceived control on illness and satisfaction. Conceptual fluency mediates the impact of patient education on participation. Psychological considerations strengthen the positive relationship between education and conceptual fluency. Study gives future research directions with implications for professionals.

Keywords: *Patient Education; Patient Participation; Health Care Services*

Track: Services Marketing